



**Louisiana Department of Insurance  
Office of Consumer Advocacy & Diversity  
Division of Diversity & Opportunity  
Presents**

**Business Building Blocks Webinar**  
Effective Marketing for an Insurance Agency

**April 20, 2023**

**Agenda**

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|----------------------------|---|
| <b>10:00 AM – 10:05 AM</b> | <b>Introduction/Moderator</b><br>Patrick Bell, Assistant Commissioner<br>Office of Consumer Advocacy & Diversity<br>Division of Diversity & Opportunity |
| <b>10:05 AM – 10:10 AM</b> | <b>Welcome</b><br>James J. Donelon<br>Commissioner of Insurance   |
| <b>10:10 AM – 10:55 AM</b> | <b>Effective Marketing for an Insurance Agency</b><br>Dr. Billy Williams, President<br>Inspire a Nation Business Mentoring                              |
| <b>10:55 AM – 11:45 AM</b> | <b>Legislative &amp; Regulatory Updates</b><br>Adam Patrick, Legislative Liaison/NAIC Liaison<br>Office of Policy, Innovation, and Research             |
| <b>11:45 AM – 12:00 PM</b> | <b>Q&amp;A</b><br><b>Closing Remarks</b><br>Gayle L. Raby, Executive Staff Officer<br>Office of Consumer Advocacy & Diversity                           |